## What is claimed is:

- 1. A method for producing a high brightness luminescent material which is
- 2 composed of a matrix substance which contains aluminate and a luminescent center
- 3 which is a rare earth metal ion and/or transition metal ion, comprising:
- a step for making an acidic solution of a solution of a water-based solvent
- 5 containing aluminum alcoholate which is raw material for aluminate and a metal
- 6 compound of a rare earth metal and/or transition metal which is raw material for said
- 7 luminescent center;
- 8 a step for conducting a preliminary calcination of said acidic solution by heating
- 9 to 900 degrees C 1100 degrees C under oxidizing conditions; and
- a step for conducting a main calcination in which calcination product obtained
- 11 from said preliminary calcination is pulverized, and under reducing conditions, main
- 12 calcination is conducted by heating to a temperature higher than the heating temperature
- of said preliminary calcination.
- 1 2. A method for producing a high brightness luminescent material as described in
- 2 Claim 1, wherein:
- 3 pH of said acidic solution is between 1 and 7, inclusive.
- 3. A method for producing a high brightness luminescent material as described in
- 2 Claim 1 or 2, wherein:
- 3 calcination temperature of said main calcination is 1400 degrees C to 1600
- 4 degrees C, inclusive.

1 4. A method for producing a high brightness luminescent material as described in 2 one of Claims 1-3, wherein: 3 said metal compound is a nitrate. 1 5. A method for producing a high brightness luminescent material as described in 2 one of Claims 1-4, wherein: 3 said luminescent center contains at least one type of metal selected from the group consisting of Eu, Pm, Pr, Yb, Ce, Nd, Tb, Gd, and Er. 4 1 6. A method for producing a high brightness luminescent material as described in 2 one of Claims 1-5, wherein: 3 said high brightness luminescent material is a BAM type luminescent material 4 represented by BaMgAl<sub>10</sub>O<sub>17</sub>: Eu. 1 7. A method for producing a high brightness luminescent material as described in 2 one of Claims 1-6, wherein: a flux agent or a thickener is added to said water-based solvent solution. 3 8. A method for producing a high brightness luminescent material as described in 1 2 Claim 7, wherein: 3 NH<sub>4</sub>BF<sub>4</sub> is added as said flux agent.

high brightness luminescent material as described in one of Claims 1-8.

9. A high brightness luminescent material obtained by a method for producing a

1

2

- 1 10. A high brightness luminescent material as described in Claim 7, wherein:
- 2 said high brightness luminescent material is excited by vacuum ultraviolet
- 3 radiation.